

AN ANALYSIS OF LANGUAGE USE ON FACEBOOK POSTS DONE BY DAYAKNESE STUDENTS OF UNIVERSITAS KRISTEN SATYA

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Abstract

This research investigates the language use of on Facebook Post by Dayaknese students. The study aims to describe 1) how many languages that are used and 2) the reasons of using those languages on Facebook by Dayaknese students. This research applies descriptive qualitative method. The data of this research are status updates or post in form of screenshot from Facebook users posting and the reasons of using code mixing and code switching. The data are taken from the Dayaknese Facebook users posting. The data are analyzed by using sociodemographic information and the reasons of code mixing and code switching analyzed by Hoffman's theory. The results show that there are four types of language used by Dayaknese students which are Dayaknese language (13), Bahasa Indonesia (18), English (23), and Ambonese (1). There are four reasons of using code mixing; Talking about the particular topic (13), Repetition used for clarification (1), Intention for clarifying the speech content for interlocutor (15), and To exclude other people comment is intended for only a limited audience (1)

Key words: Language use, Facebook Posts, Code Mixing and Code Switching